

*FILED VIA FACSIMILE*PATENT APPLICATION
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
	Phillip Y. Goldman, et al.)
Serial No.:	09/264,432) Art Unit
) 2614
Filed:	March 8, 1999)
Conf. No.:	3073)
For:	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIVAL SYSTEM DISPLAY)
Examiner:	Scott E. Beliveau)
Customer No.:	047973)

AMENDMENT "J" with RCEMail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of April 6, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.